ORDER

Orders

Order / Rev:

104655

Alt Order #: Product Desc:

06835929

RNC - ROMNEY

Estimate:

279

Flight Dates:

07/25/12 - 07/31/12

Original Date / Rev:

Order Type:

07/24/12 / 07/25/12

GENERAL

Primary AE:

Sales Office:

Sales Region:



Amy McCreary

BLPHI

Cash

National

Agency

Name:

American Rambler Productions

Buying Contact:

Billing Contact:

138 Conant St.

Beverly, MA 02494

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

RNC/ Romney for President -

Demographic:

A35+

PLC03

SELECT PRIORITY CODE

Revenue Codes:

Product Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 06/25/12 07/29/12 76 \$87,450.00 \$74,332.50 07/30/12 07/31/12 33 \$32,400.00 \$27,540.00 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	76	\$87,450.00	\$74,332.50	0.00
August 2012	33	\$32,400.00	\$27,540.00	0.00
Totals	109	\$119,850.00	\$101,872.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary		-	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Drook	Ctart/End	Time Dave	1 (n4-	Dete Dui	D4 T	0	
		- *		Inventory Code		Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	07/30/12	07/31/12	M-F 6-7a Wakel	Jp w/Wa@M	6-7a	MT	:30	4	\$700.001	0.00 N M	4	\$2,800.00
				M-F 6-7a Wake									
,	WAKE V	n/wagn	RS2 2X/DA	Y WITH MAX SE	P								
	<u>Stai</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 07/3	30/12	08/05/12	MT	4	\$700.00	0.00						
E 2	KSNV	07/25/12	2 07/27/12	M-F 6-7a Wakel	Jp w/Wa@M	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
		01,740,72		M-F 6-7a Wake		0 . u		.00	Ü	Ψ/ 00.001	0.00 1410)	3	Ψ2, 100.00
	WAKE V	N/WAGN	RS2 1X/DA		op waragnore								
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 07/2		07/29/12	WTF	3	\$700.00	0.00						
E 3			2 07/27/12	Today Show	CM	658a-9am	WTF	.20		#4 400 004	0.00 NIN	_	AD 100 00
LJ	KONV	07723712	0//2//12	Today Show	Civi	656ส-9สกา	W ! I	:30	ь	\$1,400.001	0.00 NM	6	\$8,400.00
	TODAY	SHOWS	Y/DAY M/IT	H MAX SEP									
					Consta 864 and	D-4-	D-6						
141			End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek; 07/2		07/29/12	WTF	6		0,00						
E 4	KSNV	07/30/12	2 07/31/12	Today Show	СМ	658a-9am	MT	:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
				Today Show									
	TODAY	SHOW 2	X/DAY WIT	'H MAX SEP									
	<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 07/3	30/12	08/05/12	MT	4	\$1,400.00	0.00						
E 6	KSNV	07/25/12	2 07/27/12	M-F Today Show	v II 3rd HCIM	9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
				M-F Today Shor						,		_	\$1,000.00
	TODAY	SHOW 2	1X/DAY	•									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

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Order / Řev:

104655

Advertiser:

RNC/ Romney for President

Alt Order#:

06835929

Product Desc:

RNC - ROMNEY

Flight Dates: 07/25/12 - 07/31/12

279

KSNV

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 6 KSNV	07/25/12	2 07/27/12	M-F Today Show		9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
TODAY	SHOW 2	1X/DAY	M-F Today Show	11								
***************************************	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/2 E 7 KSNV		07/29/12 2 07/31/12	Olympics Daytime	3 Week@M	\$500.00 9am-4pm	0.00 MT	:30	6	\$1,200.003	0.00 NM	6	\$7,200.00
			Olympics Daytime		омп трпп	111	.00	J	Ψ1,200.003	0.00 [4](1)	U	Ψ1,200.00
	YTIME 3 rt Date	X/DAY WITI <u>End Date</u>	H MAX SEP Weekdays	Spots/Week	Rate	Rating						
Week: 07/3		08/05/12	MT		\$1,200.00	0.00						
E 8 KSNV	07/25/12	2 07/27/12	M-F Today Show	III 4th 13M	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY	SHOW 3	1X/DAY	Today 4th Hour									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07/2 E 9 KSNV		07/29/12 2 07/27/12	Noon News	<u>3</u>	\$325.00	0.00	.20		#40° 004	0.00.114		***
E & KONA		2 07121112	Noon News	СМ	12-1230pm	~-WTF	:30	6	\$425.001	0.00 NM	6	\$2,550.00
			ITH MAX SEP									
<u>Stai</u> Week: 07/2	<u>rt Date</u> 23/12	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$425.00	<u>Rating</u> 0.00						
E10 KSNV			Days of our Lives	СМ	1258p-2pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
DAVS	E OHD !	.IVES 1X/DA	Days of our Lives									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/2		07/29/12	WTF	3	\$425.00	0.00						
E11 KSNV	07/25/12	2 07/27/12	The Doctors The Doctors	СМ	2pm-3pm	WTF	:30	3	\$175.002	0.00 NM	3	\$525.00
DOCTO	RS 1X/D	AY	THE DOCIOIS									
	rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 07/2 E 12 KSNV		07/29/12 2 07/27/12	Dr. Phil	CM	\$175.00 3-4p	0.00 WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
			Dr Phil		о .p		.55	Ŭ	Ψ100.001	0,00 14141	Ů	Ψ1,000.00
	L 1X/DAY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		07/29/12	WTF	3	\$450.00	0.00						
E13 KSNV	07/30/12	2 07/31/12	NEWS 3 at 4 (1 h	•	4-5pm	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
FIRST N	NEWS 3-4	4 2X/DAY W	4PM NEWS (1 ho /ITH MAX SEP	our)	(4:00 PM-4:30	U PINI)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/3		08/05/12	MT News 3 at 4 (1/2	hr) CM	\$700.00 4-430p	0.00	.20	2	¢700 004	0.00 NM		\$0.400.00
E 14 NOINV	07725717	2 01121112	News 3 at 4 (1/2)		4-430p	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
		4 1X/DAY		0 (54/)	ъ.	.						
<u>5ta</u> Week: 07/	<u>rt Date</u> 23/12	End Date 07/29/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$700.00	Rating 0.00						
E 15 KSNV	07/25/1:	2 07/27/12	News 3 at 430pm	CM	430-5pm	WTF	:30	6	\$700.001	0.00 NM	6	\$4,200.00
NEIA/S	2Χ/DΔΥ \	WITH MAX S	News 3 at 4:30PN	νI								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07/		07/29/12	WTF	6	\$700.00	0.00			<u></u>			
E 16 KSNV	07/30/12	2 07/31/12	NEWS 3 at 4 (1 h		4-5pm (4:30 PM-5:0	MT 0 PM)	:30	4	\$700.001	0.00 NM	4	\$2,800.00
		NITH MAX	SEP		•	·						
<u>Sta</u> Week: 07/	rt <u>Date</u> 30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00						
,	· · · · · · · · · · · · · · · · · · ·		M-F Early News	CM	5-630p	WTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00
			M-F Early News		•				•			, , ==,=
	rt Date	(/DAY WIT⊦ <u>End Date</u>	Weekdays	Spots/Week	Rate	Rating						
Week: 07/	23/12	07/29/12	WTF		\$1,000.00	0.00						
E 18 KSNV	07/30/1	2 07/31/12		СМ	5-630p	MT	. :30	4	\$1,000.001	0.00 NM	4	\$4,000.00

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KSNV

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Order / Řev:

104655

Advertiser:

RNC/ Romney for President

Alt Order #:

06835929

Product Desc:

RNC - ROMNEY

Flight Dates: 07/2

07/25/12 - 07/31/12

Estimate:

279

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	nts Rate Pri	Rtg Type	Snote	Amount
		M-F Early News	Diodit	Ottalibella	rano Bayo	LOIT OPO	no rate in	rtig Type	opolo	Amount
NEWS 3 AT 5 2	ΣΥ/Γ)Δ∨ \Λ/ΙΤΙ	M-F Early News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week: 07/30/12	08/05/12	MT		\$1,000.00	0.00					
E 19 KSNV 07/25/		M-F Jeopardy	CM	630-7pm	WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.00
JEOPARDY 2X Start Date	DAY WITH N End Date	MAX SEP Weekdays	Cnoto MAlook	Doto	Dating					
Week: 07/23/12	07/29/12	WTF	Spots/Week 6	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
E 20 KSNV 07/30/		M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
JEOPARDY 2X			Consta 8M and	D-4-	D. C.					
<u>Start Date</u> Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
E 21 KSNV 07/25/	12 07/27/12	M-F Wheel	СМ	7-730pm	WTF	:30	3 \$1,000.001	0.00 NM	3	\$3,000.00
WHEEL 1X/DA	v	M-F Wheel of Fo	rtune							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/23/12	07/29/12	WTF	3	\$1,000.00	0.00					
E 22 KSNV 07/30/	12 07/31/12	M-F Wheel M-F Wheel of Fo	CM	7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
WHEEL 1X/DA	Y	M-L Mileel Of LO	rturie							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 07/30/12 E 23 KSNV 07/25/	08/05/12	M E Nove 3 at El	***	\$1,000.00 11pm-1135	0.00 pmWT	.20	2 04 100 001	0.00 NIM	•	# 0.000.00
L 25 KONV 017201	12 01120112	M-F News 3 at E		130011100	biiiwi	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
NEWS 3 AT 11										
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> WT	Spots/Week 2	<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00					
E 24 KSNV 07/25/	· · · · · · · · · · · · · · · · · · ·	The Tonight Show		1135p-1237		:30	3 \$425.001	0.00 NM	3	\$1,275.00
TONITE SHOV	I NBC 1X/DA	Tonight Show								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 07/23/12	07/29/12	WT	3		0.00					
E 25 KSNV 07/27/		Olympics Late Ne Late News during		11pm-12:35	5amF	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
OLY LATE NIG	HT End Date	<u>Weekdays</u>	Snote/Maak	<u>Rate</u>	Rating					
Week: 07/23/12	07/29/12	F		\$1,000.00	0.00					
E 26 KSNV 07/27/	12 07/27/12			730p-12a	F	:30	1\$10,000.001	0.00 NM	1	\$10,000.00
OLY OPENING	CEREMON	Olympics Openir	ig Ceremony							
Start Date	End Date	Weekdays	Spots/Week		Rating					
Week: 07/23/12	07/29/12	Observator Datas Al		\$10,000.00	0.00				_	
E 27 KSNV 07/28/	12 07128/12	Olympics Primeti		7pm-12am	S-	:30	2 \$6,000.003	0.00 NM	2	\$12,000.00
OLY WEEKEN	D PRIMETIM	, ,								
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$6,000.00	Rating 0.00					
E 28 KSNV 07/28/				11pm-12:35		:30	2 \$1,000.007	0.00 NM	2	\$2,000.00
		Late News during		•			, ,, , , , , , , , , , , , , , , , , , ,		_	42,000.00
OLY LATE NE ^t Start Date		Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 07/23/12	07/29/12	S-		\$1,000.00	0.00					
E 29 KSNV 07/28	/12 07/28/12			4am-6pm	S-	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
OLY WEEKEN	D DAYTIME	Olympics Daytim	ne WEEKEND							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 07/23/12	07/29/12	S-		\$1,700.00	0.00					
E 30 KSNV 07/29	/12 0 <i>//</i> 29/12		СМ	7pm-12am	S	:30	1 \$6,000.003	0.00 NM	1	\$6,000.00

Print Date: 07/25/12 16:49:11

KSNV

Totals

109

\$119.850.00

Page 4 of 4 Order / Řev: 104655 Advertiser: RNC/ Romney for President

Alt Order #: 06835929

Product Desc:

Flight Dates: 07/25/12 - 07/31/12

Estimate:

RNC - ROMNEY 279

Ln Ch Inventory Code Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Primetime Olympics Primetime **OLY WEEKEND PRIME** Start Date End Date Weekdays Spots/Week Rate Rating ----s Week: 07/23/12 07/29/12 1 \$6,000.00 0.00 E 31 KSNV 07/29/12 07/29/12 Olympics Late News 3 CM 11pm-12:35am ----5 :30 2 \$1,000.007 0.00 NM 2 \$2,000.00 Late News during Olympics **OLY LATE NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 07/23/12 07/29/12 ----S 2 \$1,000.00 0.00 E 32 KSNV 07/29/12 07/29/12 Olympics Daytime Week@M 4am-6pm ----S :30 4 \$1,700.003 0.00 NM \$6,800.00 Olympics Daytime WEEKEND **OLY WEEKEND DAYTIME** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S 4 \$1,700.00 0.00 N 33 KSNV 07/30/12 07/31/12 Olympics Daytime Week@M :30 9am-4pm MT----1 \$1,200,003 0.00 NM \$1,200.00 Olympics Daytime Weekdays <u>Weekdays</u> Start Date **End Date** Spots/Week Rating <u>Rate</u> 08/05/12 Week: 07/30/12 1 \$1,200.00 0.00 N 34 KSNV 07/28/12 07/28/12 News 3 Olympic Zone CM 7:30-8:00PM ----5-:30 \$750.002 1 0.00 NM \$750.00 News 3 Olympic Zone Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating ----S-Week: 07/23/12 07/29/12 \$750.00 0.00 N35 KSNV 07/26/12 07/26/12 Wake Up Early w/ Wagn@M 430a-5a :30 1 \$50.003 ---T---0.00 NM 1 \$50.00 Wake Up Early Wagners Rating Start Date End Date Weekdays Spots/Week Rate Week: 07/23/12 07/29/12 ---T---\$50.00 0.00